UA Communications Working Group Meeting
23 March 2020

Attendees
1. Anna Ludwig
2. Dennis Tan
3. Gwen Carlson
4. Jane Sexton
5. Jessica Ranftl
6. Lianna Galstyan
7. Lilian Ivette De Luque
8. Mutegeki Cliff
9. Rahul Gosain
10. Raymond Mamattah
11. Roberto Gaetano
12. Sarmad Hussain
13. Sushanta Sinha

Agenda
1. Developing the messaging for Software Developers and Email tools/services providers – next steps

Meeting Summary

The chair apprised the members that they had met along with ICANN staff and that three themes were identified. Three groups should be formed from the WG to develop messaging for these aspects.
- Socio-political aspect: inclusivity, accessibility, getting the next billion online, digital divide
- Business enhancement
- Career opportunity prospects for someone who know how to support multilingual computing

As UASG is now targeting technology developers and email administrators, it was suggested in response to the questionnaires that this can be presented as a career enhancing opportunity to such audience. This may also be new opportunity as a competitive advantage for promoting their career. Once people become aware, they get immediately interested. So this resonates as a must-have skill.

All these three aspects talk about UA. The final message would be a mix of these messages. The target audience is software developers and email/system administrators.

It was also raised if the message is just for individuals or organizations. It was clarified that currently the message is for those who are being targeted for the training materials developed on (i) UA support using Java, and (ii) and EAI support using email tools, so largely individuals (though they would be coming from various organizations). These trainings are being organized by UA Ambassadors and Local Initiatives.

The message should be in two level – short message with 1-2 sentences, and a long message with 2-4 sentences in a short paragraph. The umbrella message could be general and more technical for the stakeholders identified for training.

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Though the messaging is currently focused more on individuals, the corresponding business opportunities still remains relevant, and what they stand to lose in case they do not support UA. It may also be useful to consider small and medium enterprises, due to their volume and ability to adapt. UASG also has done a white paper on the business case which can be leveraged.

Action Items

No.	Action Item	Owner
1	Develop messaging for software developers and email admins/service providers for UA: • Social Relevance/Inclusion	RG, DT, others?
2	Develop messaging for software developers and email admins/service providers for UA: • Career Opportunities	DT, others?
3	Develop messaging for software developers and email admins/service providers for UA: • Business Opportunities	RG, others?

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